

Winterport Business Association Meeting  
Tuesday, May 5, 2009  
Town Office, Main Street, Winterport, Maine

Meeting began at 5:20 p.m.

Introductions of those members in attendance was conducted:

Phil Pitula, Town Manager  
Tammy Higgins, TG Higgins Business Services – Association Treasurer  
Deb Newman, Maine Bytes – Association President  
Joe Brooks, TG Higgins Business Services  
Ann Ronco, Old Winterport Commercial House – Association Secretary  
Stephanie Francis, My Thrill Studio  
Stu White, Stu and Debbie Woodturning  
Debbie White, Realtor

The meeting minutes of Wednesday, April 8, 2009 were approved unanimously.

Tammy Higgins, Association Treasurer, read the Treasurer's Report and stated there was now \$457.70 in the association's bank account due to a contribution made and dues paid.

Deb Newman reported she had gotten feedback from different members stating that they want to come to the meetings but find the 5:15 p.m. start time difficult to make. It was suggested that sometime we should do an early morning breakfast to accommodate people or make the meeting time later such as 6 p.m. – 7 p.m. It was then suggested before we change the time and possible day that we put out a survey to the businesses to see what time and what day they prefer. If the time voted on makes it inconvenient to meet at the town hall, there is always availability at the Victoria Grant Center. Council meetings are on certain Tuesdays and would conflict with a later meeting time at the Town Offices. Phil mentioned that nothing happens on Wednesdays at the Town Office should we decide to change the meeting to then. Deb will send out a survey via email and whatever time and day is decided upon it will begin with the July meeting.

A reminder was mentioned that association dues are now being collected for the July 2009 – June 2010 membership. Tammy will be sending an email as a reminder to businesses and also giving them an address as to where to send their dues to. A question was asked if the businesses receive anything showing their membership. Response was they will be receiving an association sticker given only to those who pay their dues. Also, only businesses that pay their dues will be eligible for being Business of the Month.

Another reminder was made that elections for the executive committee are to take place at the June meeting. At this time no one has approached the nominating committee of Phil Pitula and Joe Brooks about a position. Phil and Joe are planning on meeting in the next week or so to make nominating recommendations. It was reminded that nominations can also be made by the floor at the June meeting.

Deb mentioned she had recently spoken to Jenny from Spirit of Hope Farm which is a non-profit rescue farm for horses. This brought up the discussion that the association is a good avenue for non-profits to advertise themselves so that people in the community know they are there.

Since the next meeting scheduled in June is the annual meeting for the association, Joe Brooks recommended we do something a little different and possibly serve some food and drink. Stephanie then suggested a local caterer, Laurel of Creative Catering, and maybe she would be interested in catering the meeting. Therefore, Stephanie will be contacting Laurel about possibly doing this with a budget of \$50, Phil will be asked if he could supply the coffee, Joe said he would supply soda, and Ann and Tammy will supply some other drinks.

From the Business Card Bowl, My Thrill Studio was picked as this month's Business of the Month.

Guest speaker was Michael Conley, Manager-Advertising & Membership Sales for the Maine Tourism Association. Mike spoke to us about possibly having our association advertise with their association and possibly there are businesses in town that may want to advertise with them independently.

Members of the Maine Tourism Association have their advertisements/promotional materials placed in the various visitor centers. Recently 200,000 copies of the new Maine Invites You booklet were distributed within Maine but to also neighboring states and AAA. The same ads are also put on Maine Tourism's website. To advertise with the Maine Invites You publication would cost \$5,500.00 for a full page ad, plus the cost of a graphics designer. The other cost involved is membership fee which for our association would be \$180.00 for the year. Should a business wish to join and have their brochures placed at the visitor centers the cost per center would be \$15.00 - \$40.00 for the year. Multiple handouts and brochures from the tourism association were given out.

Meeting adjourned at 6:20 p.m.

**Next meeting is scheduled for 5:15 p.m., Tuesday, June 2<sup>nd</sup> at the Town Office.**

Note: Our next Business After Hours gathering will be in June with a specific date and time to be announced.

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